

"Custer" marching on city Store plans game sales

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Published: Wed, October 13, 1982 12:00 AM

An Oklahoma City bookstore manager says he will begin sales of the controversial video game "Custer's Revenge," along with two other adult video cartridges, despite protests by Indian groups.

Kevin Webber, manager of Adult Toy Box, 1184 N MacArthur, said his store will receive its first shipment of the games by the end of the month.

Webber said he expects the games will be a "hot item" and predicted major video game companies like Atari and Intellivision will join the adult video game market.

"I don't see where they can sit back and let them (smaller video companies) make all the money," Webber said.

"Custer's Revenge" is marketed by American Multiple Industries, along with "Beat 'Em and Eat 'Em" and "Bachelor Party," two other games Webber plans to sell.

An afternoon press conference announcing the new games and a special showing were scheduled in New York City today. Plans are to market about 75,000 by Christmas.

In "Custer's Revenge," the scantily clad Gen. Custer pursues a naked Indian woman and tallies points when they couple.

"Being that we're an adult bookstore, I think people will regard the games simply as adult games and not something directed against Indians," Webber said.



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Women and Indian groups are not so sure.

The Native American Center formed a coalition Tuesday with other feminine and Indian groups to protest the games in Oklahoma City. A spokesman said the games are "blatantly racist, sexist and promote violence against women."

The coalition presented a resolution to City Council members Tuesday seeking the ban.

J.R. Cook, head of the United National Indian Tribal Youth Inc., added, "Our number one goal is to keep them off the market. They are simply using the Indian as a victim for free publicity."

Aware of the controversy, many other Oklahoma City video game distributors are avoiding the adult games.

Phil Oldham, manager of Southwest Vending Sales Co. 720 NW 4, termed the games "very bad news."

"Anything we can do to keep that from happening, we will. We're hoping there will be more control from our coin-operating machine manufacturers," Oldham said.

Bill Bloyed, manager of Malibu Grand Prix, 5016 S Prospect, said if adult versions of coin-operated video games became the rage, he would shun them.



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"We run a family oriented business, not a pool hall," Bloyed said.

Arnie Katz, editor of the largest video game magazine "Electronic Games," contends the adult video cartridges are simply aimed at a special group of the buying public.

"It's the same thing with kiddo games. They are addressed to a special group, a younger audience. And the adult video games are addressed to an older audience. But we're not talking about hard core, graphic sex on the screen. It's not like seeing Deep Throat," Katz said.

However, Katz, whose wife is a Cherokee, added that people who are offended by the games can have an effective say about their success.

"Rather than build this into a bigger cause celebre than it merits, if people who are offended by the games would simply not buy them, the games will disappear overnight. This is a competitive business. What sells, stays."

"We've been getting it from both sides. But not a one of the persons complaining about the game has ever seen it. Today will be the first showing ever," said Richard Lewis, a spokesman for the public relations firm handling today's press conference and premiere.

Cook, the tribal youth leader, said Stuart Kesten, president of American Multiple, has offered to send Cook a copy of the cartridge. BIOG: NAME:

Archive ID: 88383

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